

Message Text

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PAGE 01 BARCEL 00236 160753Z

17

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
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P 150800Z APR 75
FM AMCONSUL BARCELONA
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 3105
USIA WASHDC
AMEMBASSY MADRID

UNCLAS BARCELONA 0236

E.O. 11652: N/A
TAGS: BEXP. SP
SUBJ: OPENING DAY REPORT AUTO SALON 75

FOR OIM/SOUTHERN EUROPE/ROGER M. TURNER/THOMAS L. THOMAS

1. SALON INTERNACIONAL DEL AUTOMOVIL 75, IN BARCELONA, SPAIN
WAS OFFICIALLY OPENED AT 11 HRS. SATURDAY, APRIL 12.

2. SR. D. ALBERTO ALVAREZ DE MIRANDA, MINISTER OF INDUSTRY
OF SPAIN, OFFICIALLY OPENED THE FAIR WITH A WELCOMING SPEECH
AND CEREMONIES IN THE AUDITORIUM OF THE PALACIO DE
CONGRESOS.

3. HIS TOUR OF THE FAIR BEGAN WITH THE U.S. PAVILION.
SR. ALVAREZ WAS GREATED BY CONSUL GENERAL WILLIAM W. LEHFELDT
WHO ESCORTED HIM THRU THE U.S. EXHIBITION.

4. SR. ALVAREZ AND SPANISH OFFICIALS EXPRESSED APPRECIATION
OF U.S. PARTICIPATION IN THE FAIR. COMPLIMENTARY REMARKS
ABOUT THE DESIGN AND LAYOUT OF THE STANDS WERE ACCOMPANIED
BY AN OBVIOUS INTEREST IN THE PRODUCTS EXHIBITED.

5. CONSUL GENERAL LEHFELDT ALSO GAVE A PERSONALLY ESCORTED
TOUR OF U.S. PAVILION TO THE DELEGADO DE COMERCIO SR. D.
JOSE RAMON BORRELL NIVERA.

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6. EXTENSIVE COVERAGE WAS GIVEN BY BOTH THE SPANISH PRESS AND THE ESPECIALLY APPOINTED USDOC PHOTOGRAPHER.

7. U.S. EXHIBITORS ARE PARTICULARLY PLEASED BY ATTENDANCE AT THE FAIR, AND THE INTEREST AND ATTENTION WITH WHICH THEIR PRODUCTS HAVE BEEN RECEIVED BY PROSPECTIVE CUSTOMERS AND REPRESENTATIVES. THANKS HAVE BEEN EXPRESSED BY EXHIBITORS TO CONSULATE AND USDOC STAFFS FOR COORDINATION AND ORGANIZATION IN THE PREPARATION OF THE U.S. PAVILION.
LEHFELDT

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